

# GABRIELLA LEARN

London, ON Canada · (519) 872-7702

[gabriellalearn@outlook.com](mailto:gabriellalearn@outlook.com) · [LinkedIn](#) · [Website](#)

[Twitter @gabriellafranny](#) · [Instagram @gabriellafranny](#)

An organized, highly driven Journalism & Communications graduate student looking for the opportunity to put my skills and interests to work. I'm looking for a position where I may shadow and learn in a fast-paced, project-based environment.

## EXPERIENCE

**APRIL 2019 – PRESENT**

**DIGITAL STRATEGIST**, SIXFIVE INTERACTIVE INC. & SPEAK AI INC.

working with google ads & analytics to determine social media and google search trends. creating & re-working search and social media ads to promote engagement and conversions for clients. writing web articles to increase website traffic. research and branding material. working with nonprofit & for-profit organizations to increase brand and program awareness.

**NOVEMBER 2018 – APRIL 2019**

**DIGITAL COMMUNICATIONS COORDINATOR**, OFFICE OF THE VICE-PROVOST & STUDENT EXPERIENCE, UNIVERSITY OF WESTERN ONTARIO

consulting/advising/creating content in keeping with Western's branding and image for a wide range of communications (arrangement of illustrative material and copy; typography; graphics; charts; illustrations & logos), updating the website & coding, photography, creating & scheduling social media content and blog posts

**JUNE 2017 – PRESENT**

**DIGITAL ADMINISTRATION ASSISTANT**, SHEEPSHOT

managing email correspondence with customers, administering and writing copy for subscription clubs, developing systems for recurring tasks and writing procedures, managing projects, maintaining the website (creating and updating product listings), formatting and proofreading documents, creating and updating spreadsheets, workshop facilitation

**MAY 2018 – AUGUST 2018**

**MARKETING & COMMUNICATIONS INTERN**, ONTARIO PROCESSING VEGETABLE GROWERS

research & analysis, writing communication pieces, developing and creating social media content (Twitter, Facebook, company website), creating content and marketing support for print materials and resources

**JUNE 2017 – AUGUST 2017**

**FINANCIAL EMPOWERMENT ASSISTANT**, FAMILY SERVICE THAMES VALLEY

assisting with the development of financial literacy tools including presentations and materials to be used by clients and community partners, compiling and providing relevant research, organizing community partner meetings, program communications

## EDUCATION

JUNE 2019

**MASTER OF MEDIA IN JOURNALISM & COMMUNICATION**

UNIVERSITY OF WESTERN ONTARIO

APRIL 2018

**BACHELOR OF ARTS: HONORS SPECIALIZATION IN MEDIA, INFORMATION & TECHNOCULTURE, MAJOR IN FRENCH STUDIES**

UNIVERSITY OF WESTERN ONTARIO

APRIL 2017

**3<sup>RD</sup> YEAR IN NICE EXCHANGE PROGRAM: FRENCH STUDIES/ÉTUDES DES LETTRES MODERNES**

UNIVERSITÉ DE NICE SOPHIA ANTIPOLIS

## SKILLS

- Biligual (French)
- Basic HTML & CSS
- Google Ads, SEO and Search Engine Marketing
- Adobe Photoshop, Audition, Dreamweaver and Illustrator
- Wordpress, Squarespace & Wix for website management
- Burli for news collection/publication, Cision for public relations purposes
- Google G-Suite Applications (Gmail, Ads, Drive, Forms, Sheets, Analytics)
- 'Google Analytics for Power Users' Certified
- Video & audio recording and editing, including programs such as Avid and Sony's Catalyst Production Suite
- Mailchimp, Buffer, Hootsuite, Agorapulse, Slack & Asana for internal and external communications
- Microsoft Office software (Word/Excel/Powerpoint/Publisher)
- Media kit and press release creation & promotion

## ACTIVITIES

- Interests in podcasting & social media campaigns
- Passion for the local community and social justice initiatives (gender and sexuality, poverty, indigenous rights, mental health and journalism ethics)
- Volunteer with Western International (2017-2018), assisting at events and information sessions, connecting with incoming and outgoing exchange students
- Volunteer with Childreach (2008-2015), assisting at events and fundraisers, clerical tasks
- Volunteer with the Youth Advisory Council (2014), taking notes and writing reports on weekly meetings, discussions and events